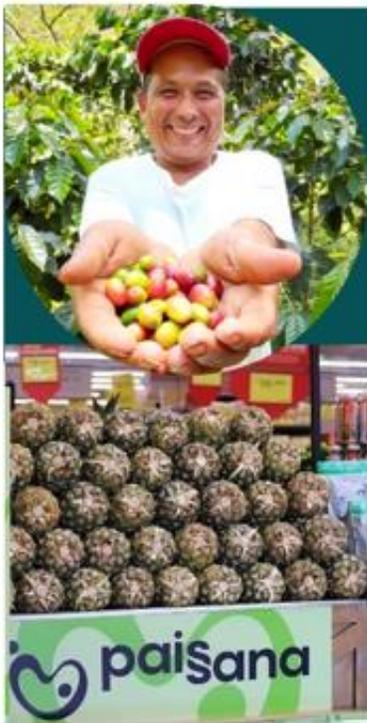


General Shareholders' Assembly

May 24 2022



Instructions Handbook extraordinary meeting

grupo **éxito**

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**General Shareholders Assembly
Extraordinary Meeting
Almacenes Éxito S.A.
May 24, 2022**

Below are the instructions (the “Instructions Handbook”) for your participation in the extraordinary meeting of the General Shareholders Assembly (“GSA”) of Almacenes Éxito S.A. (the “Company”).

General matters

- **Modality of the meeting**

The GSA shall be held in person at the Company’s headquarters in Carrera 48 # 32 B Sur - 139, fifth floor, Avenida las Vegas, Envigado, Antioquia.

- **Registration process required to participate in the meeting**

In order to comply with the protection measures of all shareholders, verify their identity and make their interventions, the shareholders must carry out a **registration process**, whose instructions are found in [Chapter I](#) of this document.

- **Registration deadline**

Registration will be available **starting May 6 at 2:00 p.m., Colombia time**, and until **May 22 at 11:59 p.m., Colombia**.

- **Personal data protection**

- (i) In accordance with the provisions of Article 19 of Law 222 of 1995, the meeting shall be recorded. For this purpose, the shareholders must grant authorization for the processing of personal data at the time of registration (the system shall provide the option to grant such authorization.) Additionally, as the GSA is an important media event, the Company may capture directly or through third parties, images and videos that may be disclosed through any means.
- (ii) Once the participant enters their data, the system shall ask them authorization to use personal data in order to manage the registration to the meeting, record the meeting and, in general, carry out the necessary steps to ensure the proper development of the GSA, in consideration of the applicable regulations in force. This authorization shall include the possibility for the Company to communicate personal data in a secure and confidential manner to third parties in charge, for example, to suppliers who will support the meeting, including the virtual platform

provider. Such authorization is an essential requirement for the Company to collect your data and allow the participation in the meeting.

In addition, on a voluntary basis, the Company shall be authorized to treat your data for additional purposes, only if you as Shareholder so wish, consisting of: (i) carrying out of circumscribed contact activities solely and exclusively as a shareholder, through activities such as invitations to events for shareholders and investors, (ii) participating in surveys related to service perception to shareholders and investors, and (iii) sending information of interest related exclusively to the Company, its results or strategic plans including news of interest to shareholders and investors.

a. Interventions

- Shareholders may intervene during the meeting in real time, or in writing through the chat that will be made available to them, which will be enabled during the meeting, and which they can access through a QR code that can be found at the certificate of attendance and the badge that will be delivered to each shareholder at the entrance to the meeting.
- The questions of the shareholders will be answered during the meeting and will be made available in the section corresponding to the extraordinary meeting of the GSA of 2022 on the [corporate website](#).

- **GSM Agenda**

- The Board of Directors and Company Administrators shall abstain from proposing to the GSA any items that have not been included within the agenda published in the [call of the meeting](#).
- To facilitate informed decision-making by shareholders, from May 6, all documents and proposals submitted for approval by the GSA will be made available on the [corporate website](#).

- **Granting Power of Attorney**

Shareholders who cannot attend the GSM personally shall be represented by [proxy](#) granting a power of attorney in writing, in accordance with the instructions in [Chapter I](#) of this document.

- **Verification of identity of the shareholders**

The identity of the attendees shall be verified as follows:

- (i) By validating the data provided by the shareholders in the registration form for the meeting and the information contained in the shareholders' register ledger and the documents sent in case of legal agents or proxy.
- (ii) Through the identity validation of the shareholders or their proxy at the time of entering the meeting.

- **Hours for admission to the GSA**

Shareholders shall be able to access the Company's facilities to carry out the admission process starting 8:00 a.m. The meeting will begin at 9:00 a.m.

- **Gifts**

- At the end of the meeting, each shareholder will be given a gift by the Company.
- If a person is representing several shareholders, he or she shall request a gift for each of the shareholders.

- **Streaming**

On the corporate website www.grupoexito.com.co, the day of the GSA will be available to the general public the streaming of the meeting, which can be accessed by people who wish to follow its course, without possibility of voice or vote, as it is a one hundred percent on-site meeting.

- **Media briefing**

Journalists who wish to obtain information should send an e-mail to prensaexito@grupoexito.com.

Chapter I - Registration

Shareholders of the Company interested in participating in the meeting shall be registered to the meeting, in accordance with the instructions set out below.

Shareholders must access the registration form via our website <https://www.grupoexito.com.co>.

- If the shareholder is **a natural person and is going to attend for himself/herself** (i.e., not attend through a proxy), upon entering the registration form the number of your identification document must be filled out and click on the button called **Enter** (“Ingresar”):

Asamblea Extraordinaria de Accionistas 2022

Almacenes Éxito S.A.



Ingrese su NIT (sin dígito de verificación)

o identificación como accionista para poder participar en la inscripción de la Asamblea

NIT / CÉDULA DEL ACCIONISTA*

Ingrese un NIT o Identificación

Ingresar

In the next window the shareholders must verify that the name appears correct and fill in the following information:

- (i) First and last name
- (ii) Type of identification document (citizenship card, alien's card, or passport)
- (iii) ID number
- (iv) E-mail
- (v) Mobile number

Registro de participante en la Asamblea

PASO 1: datos básicos del participante

NOMBRE ACCIONISTA: *

NÚMERO DE IDENTIFICACIÓN*

NÚMERO DE IDENTIFICACIÓN

TIPO DE IDENTIFICACIÓN*

Seleccione una opción..

NOMBRES*

NOMBRES

APELLIDOS*

APELLIDOS

CELULAR*

CELULAR

CORREO ELECTRÓNICO*

CORREO ELECTRÓNICO

Additionally, if the shareholder has a disability, information should be provided so that the Company can facilitate accessibility to the GSA. If YES is selected, a drop-down list will appear indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?*

Seleccione una opción..

- *Autorizo el tratamiento de mis datos personales con las siguientes ["condiciones"](#)
- *Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes ["condiciones adicionales"](#)

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** ("Continuar").

- *Autorizo el tratamiento de mis datos personales con las siguientes ["condiciones"](#)
- *Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes ["condiciones adicionales"](#)

CONTINUAR

In the next window you must verify that the information is correct and select the option **Own representation** ("Representación propia").

Registro de participante en la Asamblea

Paso 3. selección de rol de representación

Accionista que representará actualmente en la Asamblea

Identificación / NIT*

B286121

Nombre accionista / Razón Social*

JOSE GUILLERMO VELASQUEZ GALLEGO

Tipo de representación*

Representación propia

Selecciona una opción..

Representación propia

registro. Por favor lea detenidamente cada uno de los documentos que se le solicitan.

Next, the shareholder must attach a copy (on both sides) of his/her ID (citizenship card, foreigner's card or passport), in PDF, DOC or JPG and greater than 8MB. You can do this by dragging the document or by clicking on the **Upload file** (“**Cargar archivo**”) and **Start upload** (“**Iniciar carga**”) buttons, making sure the upload percentage is 100%.



Subir cara frontal del documento



Subir posterior del documento.



The recorded information should then be verified and the registration completed by clicking on **Register** (“**Registrar**”).



Once the registration is completed, within the following three (3) business days, the Company will notify to the shareholder's email, as well as the cell phone if necessary, if the registration was successful or if any inconsistency was observed in the information provided, so that it can be corrected. The deadline to correct the identified inconsistencies will be May 22 at 11:59 p.m. sending the information to the email asambleaexito@grupo-exito.com.

- If a shareholder is a **legal person and one of its legal representatives is to attend** (i.e., not by a proxy), upon entering the registration form, the Tax Identification Number (NIT) of the company, without including the verification digit must be filled, and click on the button **Enter** (“**Ingresar**”)::

Asamblea Extraordinaria de Accionistas 2022

Almacenes Éxito S.A.



Ingrese su NIT (sin dígito de verificación)

o identificación como accionista para poder participar en la inscripción de la Asamblea

NIT / CÉDULA DEL ACCIONISTA*

Ingrese un NIT o Identificación

Ingresar

In the next window you must verify that the name appears correct and fill in the following information:

- (i) First name and last name of the legal representative
- (ii) The type of identification document (citizenship card, alien registration or passport) of the legal representative
- (iii) Legal representative identification number
- (iv) E-mail of the legal representative
- (v) Cell phone number of the legal representative

Registro de participante en la Asamblea

PASO 1: datos básicos del participante

NOMBRE ACCIONISTA: *

NÚMERO DE IDENTIFICACIÓN*

NÚMERO DE IDENTIFICACIÓN

TIPO DE IDENTIFICACIÓN*

Seleccione una opción..

NOMBRES*

NOMBRES

APELLIDOS*

APELLIDOS

CELULAR*

CELULAR

CORREO ELECTRÓNICO*

CORREO ELECTRÓNICO

In addition, the legal representative must inform if she/he has a disability so the Company can facilitate accessibility to the GSA. If you select YES, a drop-down list will appear indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?*

Seleccione una opción..

- *Autorizo el tratamiento de mis datos personales con las siguientes "[condiciones](#)"
- *Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes "[condiciones adicionales](#)"

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** ("**Continuar**").

- *Autorizo el tratamiento de mis datos personales con las siguientes "[condiciones](#)"
- *Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes "[condiciones adicionales](#)"

CONTINUAR

In the next window, you must verify that the information is correct and select the **Legal Representative** ("**Representante Legal**") option.

Registro de participante en la Asamblea

Paso 3. selección de rol de representación

Accionista que representará actualmente en la Asamblea

Identificación / NIT*

900429223

Nombre accionista / Razón Social*

HS UNIFAMI S A S

Tipo de representación*

Selecciona una opción...

Selecciona una opción...

Representante legal

Apoderado

Next, the legal representative must attach:

- (i) Copy of the certificate of existence and legal representation of the Company that is being represented. The document issuance must not prior to April 24, 2022.
- (ii) Copy of the identification document of the legal representative (citizenship card, alien registration card or passport) on both sides.

Both documents must be attached in PDF, DOC or JPG format and may not exceed 8MB. You can do this by dragging the documents or selecting them by clicking on **Upload File (“Cargar archivo”)** and **Start Upload (“Iniciar carga”)** buttons, making sure the upload percentage is 100%.

Adjuntar copia del certificado de existencia y representación legal de la sociedad que representa, cuya fecha no deberá ser anterior al 24 de abril de 2022.

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir documento Cámara Comercio

Elegir archivo No se ha se...ún archivo

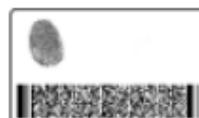
Adjuntar copia del documento de identificación del representante legal (por ambas caras)

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir cara frontal del documento del representante legal de la empresa

Elegir archivo No se ha se...ún archivo



Subir cara posterior del documento del representante legal de la empresa.

Elegir archivo No se ha se...ún archivo

The recorded information should then be verified, and the registration completed by clicking on **Register (“Registrar”)**.



Once the registration is completed, within the following three (3) business days, the Company will notify to the legal representative's email, as well as the cell phone if necessary, if the registration was successful or if any inconsistency was observed in the information provided, so that it can be corrected. The deadline to correct the identified inconsistencies will be May 22 at 11:59 p.m. sending the information to the email asambleaexito@grupo-exito.com.

- If the shareholder is a **natural person who is going to attend the GSA through a proxy**, upon entering the registration form the number of your identification document must be filled out and click on the button called **Enter (“Ingresar”)**:

Asamblea Extraordinaria de Accionistas 2022

Almacenes Éxito S.A.



Ingrese su NIT (sin dígito de verificación)

o identificación como accionista para poder participar en la inscripción de la Asamblea

NIT / CÉDULA DEL ACCIONISTA*

Ingrese un NIT o Identificación

Ingresar

In the next window you must verify that the name appears correct and fill in the following information:

- (i) First name and last name of the proxy.
- (ii) The type of identification document (citizenship card, alien registration or passport) of the proxy.

- (iii) Proxy's identification number.
- (iv) Proxy's e-mail.
- (v) Proxy's cell phone.

Registro de participante en la Asamblea

PASO 1: datos básicos del participante

NOMBRE ACCIONISTA:

NÚMERO DE IDENTIFICACIÓN*	TIPO DE IDENTIFICACIÓN*
<input type="text" value="NÚMERO DE IDENTIFICACIÓN"/>	<input type="text" value="Seleccione una opción.."/>
NOMBRES*	APELLIDOS*
<input type="text" value="NOMBRES"/>	<input type="text" value="APELLIDOS"/>
CELULAR*	CORREO ELECTRÓNICO*
<input type="text" value="CELULAR"/>	<input type="text" value="CORREO ELECTRÓNICO"/>

In addition, the proxy must inform if he/she has a disability so that the Company can facilitate accessibility to the GSA. If YES is selected, a drop-down list will appear indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?*

*Autorizo el tratamiento de mis datos personales con las siguientes "[condiciones](#)"

*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes "[condiciones adicionales](#)"

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** ("**Continuar**").

*Autorizo el tratamiento de mis datos personales con las siguientes "[condiciones](#)"

*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes "[condiciones adicionales](#)"

CONTINUAR

In the next window, you must verify that the information is correct and select the **Proxy (“Apoderado”)** option.

Registro de participante en la Asamblea

Paso 3. selección de rol de representación

Accionista que representará actualmente en la Asamblea

Identificación / NIT*

20194564

Nombre accionista / Razón Social*

BETTY DIANA HERNANDEZ DE PARDO

Tipo de representación*

Selecciona una opción...

Selecciona una opción...

Apoderado

registro. Por favor lea detenidamente cada uno de los documentos que se le solicitan.

At this point, you must attach:

- (i) Copy of the [POA](#) duly signed by the shareholder.
- (ii) Copy of the ID of the shareholder (citizenship card, alien registration card or passport), on both sides.
- (iii) Copy of the proxy's ID (citizenship card, alien registration card or passport), on both sides.
- (iv) If the shareholder is a minor, a copy of the Birth Certificate must also be attached

The above documents must be attached in PDF, DOC or JPG format and may not exceed 8MB. You can do this by dragging the documents or selecting them by clicking on **Upload File (“Cargar archivo”)** and **Start Upload (“Iniciar carga”)** buttons, making sure the upload percentage is 100%.

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir documento Poder

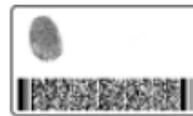
Elegir archivo No se ha se_ún archivo

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir cara frontal del documento del accionista

Elegir archivo No se ha se_ún archivo



Subir cara posterior del documento del accionista.

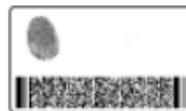
Elegir archivo No se ha se_ún archivo

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir cara frontal del documento del apoderado

Elegir archivo No se ha se_ún archivo



Subir posterior del documento del apoderado.

Elegir archivo No se ha se_ún archivo

Otros: En el evento en que el accionista sea un menor de edad, se deberá adjuntar igualmente una copia del Registro Civil de Nacimiento.

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir registro civil menor de edad

 Ningun_ivo selec.

The recorded information should then be verified, and the registration completed by clicking on **Register (“Registrar”)**.

Registrar

Cancelar

Once the registration is completed, within the following three (3) business days, the Company will notify to the proxy’s email, as well as the cell phone if necessary, if the registration was successful or if any inconsistency was observed in the information provided, so that it can be corrected. The deadline to correct the identified inconsistencies will be May 22 at 11:59 p.m. sending the information to the email asambleaexito@grupo-exito.com.

- If the shareholder is a **legal entity that is going to attend the GSA through a proxy**, upon entering the registration form, the Tax Identification Number (NIT) of the company, without including the verification digit must be filled, and click on the button **Enter (“Ingresar”)**:

Asamblea Extraordinaria de Accionistas 2022

Almacenes Éxito S.A.



Ingrese su NIT (sin dígito de verificación)

o identificación como accionista para poder participar en la inscripción de la Asamblea

NIT / CÉDULA DEL ACCIONISTA*

Ingrese un NIT o Identificación

Ingresar

In the next window you must verify that the name of the shareholder appears correct, and fill in the following data of the proxy:

- (i) First name and Last name of the proxy.
- (ii) Identification document type (citizenship card, alien's card, or passport) of the proxy.
- (iii) Proxy's identification number.
- (iv) Proxy's E-mail.
- (v) Proxy's cell number.

Registro de participante en la Asamblea

PASO 1: datos básicos del participante

NOMBRE ACCIONISTA:

NÚMERO DE IDENTIFICACIÓN*

NÚMERO DE IDENTIFICACIÓN

TIPO DE IDENTIFICACIÓN*

Seleccione una opción..

NOMBRES*

NOMBRES

APELLIDOS*

APELLIDOS

CELULAR*

CELULAR

CORREO ELECTRÓNICO*

CORREO ELECTRÓNICO

In addition, the proxy must inform if he/she has a disability so that the Company can facilitate accessibility to the GSA. If YES is selected, a drop-down list will appear

indicating the type of disability. Based on such information, the Company shall implement reasonable measures to facilitate access to and participation in the meeting on the same terms as other shareholders.

¿CUENTA USTED CON ALGUNA DISCAPACIDAD QUE PUDIERA AFECTAR SU ACCESO Y PARTICIPACIÓN EN LA REUNIÓN?*

Seleccione una opción..

- *Autorizo el tratamiento de mis datos personales con las siguientes "condiciones"
- *Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes "condiciones adicionales"

After having completed the previous fields and authorizing the processing of your data, you must continue to the next window by clicking on the button called **Continue** ("Continuar").

*Autorizo el tratamiento de mis datos personales con las siguientes "condiciones"

*Adicionalmente y con fines de contacto en mi calidad de accionista, autorizo el tratamiento de mis datos personales con las siguientes "condiciones adicionales"

CONTINUAR

In the next window, you must verify that the information is correct and select the **Proxy** ("Apoderado") option.

Registro de participante en la Asamblea

Paso 3. selección de rol de representación

Accionista que representará actualmente en la Asamblea

Identificación / NIT*

830036509

Nombre accionista / Razón Social*

RTI ESTUDIOS S A S

Tipo de representación*

Selecciona una opción...

Selecciona una opción...

Representante legal

Apoderado

At this point, you must attach:

- (i) Copy of the [POA](#) duly signed by the legal representative of the respective legal person
- (ii) Copy of the certificate of existence and legal representation, company registry, of the represented legal entity, the document issuance must not prior to April 24, 2022
- (iii) Copy of the identification document of the legal representative (citizenship card, alien registration card or passport), on both sides
- (iv) Copy of the proxy's ID (citizenship card, alien registration card or passport), on both sides

The above documents must be attached in PDF, DOC or JPG format and may not exceed 8MB. You can do this by dragging the documents or selecting them by clicking on **Upload File (“Cargar archivo”)** and **Start Upload (“Iniciar carga”)** buttons, making sure the upload percentage is 100%.

Si su poderdante es accionista persona jurídica: Adjuntar copia del poder debidamente firmado por el representante legal de la respectiva persona jurídica.
Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir documento Poder

Elegir archivo No se ha se...ún archivo

Si su poderdante es accionista persona jurídica: Adjuntar copia del certificado de existencia y representación legal de la sociedad que representa, cuya fecha no deberá ser anterior al 24 de abril de 2022.
Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir documento Cámara Comercio

Elegir archivo No se ha se...ún archivo

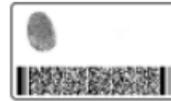
Si su poderdante es accionista persona jurídica: Adjuntar copia del documento de identificación del representante legal (por ambas caras).

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



Subir cara frontal del documento del representante legal de la empresa

Elegir archivo No se ha seleccionado archivo



Subir cara posterior del documento del representante legal de la empresa.

Elegir archivo No se ha seleccionado archivo

Si su poderdante es accionista persona jurídica: Adjuntar copia del documento de identificación del apoderado de la Empresa/Entidad (por ambas caras).

Se pueden utilizar archivos de tipo PDF, DOC o JPG. El archivo no puede exceder los 8 MB de tamaño



The recorded information should then be verified and the registration completed by clicking on **Registrar** (“Registrar”).

Registrar

Cancelar

Once the registration is completed, within the following three (3) business days, the Company will notify to the proxy’s mail, as well as the cell phone if necessary, if the registration was successful or if any inconsistency was observed in the information provided, so that it can be corrected. The deadline to correct the identified inconsistencies will be May 22 at 11:59 p.m. sending the information to the email asambleaexito@grupo-exito.com.

The Company may update this Instructions Handbook if it deems necessary to provide greater clarity to shareholders. The Instructions Handbook will be available starting Friday, May 6 on our [corporate website](#).